



*Pride*

# Activation Kit

Ready-to-go resources to activate your people, fast.

# Rally your people — *quickly and easily* — for Pride

Launching a giving or volunteering initiative is time-consuming. From deciding which causes to support, to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create an initiative for **Pride** this June, but don't have a lot of time, this activation kit will help.

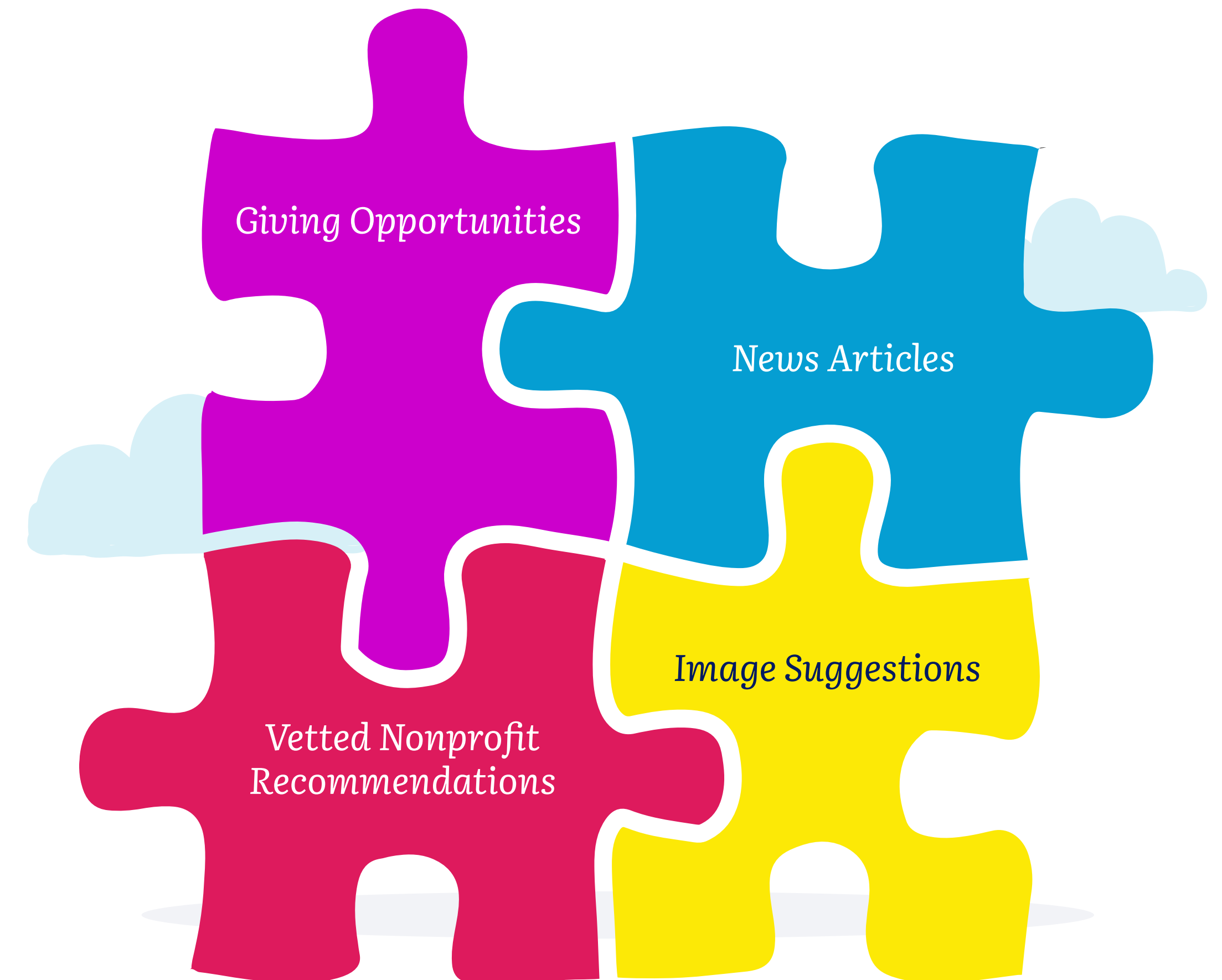


# Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

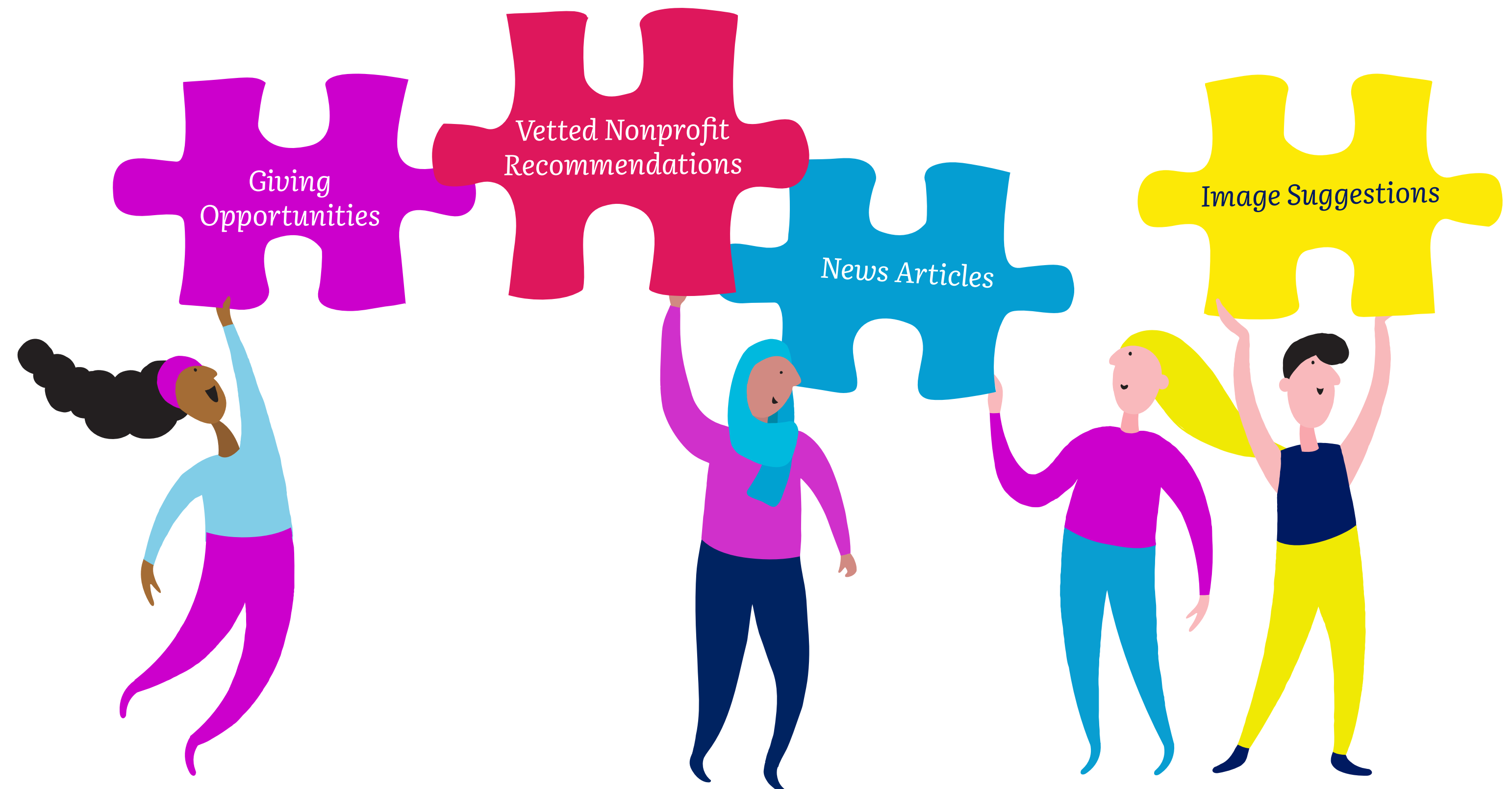
With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **Pride** this June!

Developed by Benevity's expert content team, the **Pride Activation Kit** includes:



# Your *Pride* Activation Kit includes ...

- Pre-written **giving opportunities** supporting LGBTQ+ causes ... [page 5](#)
  - United States ... [page 7](#)
  - Canada (English) ... [page 8](#)
  - Canada (French) ... [page 9](#)
  - Australia ... [page 10](#)
  - United Kingdom ... [page 11](#)
- **Recommended nonprofits** ... [page 12](#)
- **News articles** ... [page 15](#)
- **Image suggestions** to punch up your communications ... [page 17](#)





# *Giving* Opportunities

# A note to *program leaders ...*

The next five pages include templates for Pride giving opportunities for the United States, Canada (in English and French), Australia and the United Kingdom that you can use in your communications with your people.

Depending on your program guidelines, you may want to edit or remove the second paragraph. The language in that paragraph is suitable for some program campaigns, but may not meet the criteria for others because of its reference to politics. Please adapt the content as necessary to suit your program.

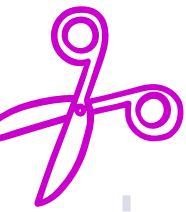
## Remarque destinée aux *directeurs de programmes ...*

À la page 9 se trouve un modèle en français d'une occasion de don pour fierté que vous pouvez utiliser dans vos communications avec votre peuple.

Selon les lignes directrices de votre programme, il est possible que vous deviez modifier ou retirer le deuxième paragraphe. Le langage utilisé dans ce paragraphe convient aux campagnes de certains programmes, mais il pourrait ne pas respecter les critères dans d'autres cas en raison de mentions concernant la politique. Veuillez adapter le contenu, au besoin, à votre programme.







## Celebrate Pride by Supporting LGBTQ+ Rights

### Help reduce the discrimination and violence that targets the LGBTQ+ community

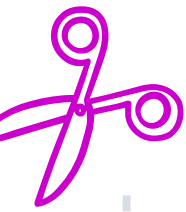
This year, many cities around the world will see the welcome return of Pride parades and festivals after the COVID-19 pandemic led to cancellations. However, the backdrop for this year's events is the discrimination and prejudice that LGBTQ+ people continue to face. Approximately 1 in 5 hate crimes target someone in the LGBTQ+ community. There is a rapid increase in violence against LGBTQ+ people in many countries, and the United States is no exception.

The LGBTQ+ community already faces threats of violence and harassment, and there are new challenges every year. In the U.S., states are introducing legislation that threatens parents who support their transgender children, punishes teachers who discuss gay relationships and prevents doctors from providing important medical care. There is no place for laws that legitimize hatred or endanger marginalized communities for publicity and political gains.

For millions of people, Pride is a joyful display of solidarity and support. We can celebrate it by helping organizations who offer practical, medical and legal assistance to the LGBTQ+ community.

Donate to this giving opportunity to support American organizations who fight for equal rights, who demand an end to hate crimes and violence, and who provide assistance to those in need.

- **National Center for Transgender Equality:** Advocating to change policies and working to replace disrespect, discrimination and violence with empathy, opportunity and justice.
- **OutRight Action International:** Advancing human rights for LGBTIQ people everywhere through advocacy, movement resourcing and research.
- **The Trevor Project:** Changing hearts, minds and laws in support of young LGBTQ lives.
- **SAGE Advocacy & Services for LGBTQ+ Elders:** Looking out for LGBTQ+ elders and building welcoming communities.
- **Lambda Legal Defense and Education Fund:** Protecting and advancing the rights of LGBT people and those with HIV.



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The LGBTQ+ community already faces threats of violence and harassment, and there are new challenges every year. Instead of providing protection, too many governments are passing legislation that discriminates against a community already facing prejudice. There is no place for laws that legitimize hatred or endanger marginalized communities for publicity and political gains.

For millions of people, Pride is a joyful display of solidarity and support. We can celebrate it by helping organizations who offer practical, medical and legal assistance to the LGBTQ+ community.

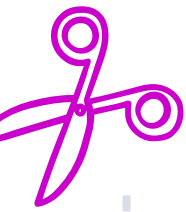
Donate to this giving opportunity to support Canadian organizations who fight for equal rights, who demand an end to hate crimes and violence, and who provide assistance to those in need.

- **Egale Canada Human Rights Trust:** Improving the lives of 2SLGBTQI people in Canada and enhancing the global response to 2SLGBTQI issues.
- **Rainbow Railroad:** Helping LGBTQI+ people facing persecution based on their sexual orientation, gender identity and sex characteristics.
- **Pflag Canada:** Offering help and peer-to-peer support to Canadians challenged by gender/sexual identity.
- **LGBT Youth Line:** Providing anonymous peer support, training youth to provide support to other youth and providing resources so youth can make informed decisions.
- **The ArQuives:** Acquiring, preserving, organizing and giving public access to information and materials by and about LGBTQ2+ people.





Utilisez ce modèle  
dans vos  
communications



## Célébrons la fierté en soutenant les droits LGBTQ+

### Contribuez à réduire la discrimination et la violence que subit la communauté LGBTQ+

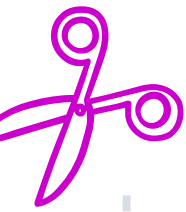
Cette année, les défilés et les festivals de la fierté seront de retour dans de nombreuses villes du monde après les annulations causées par la pandémie de COVID-19. Les événements de cette année s'inscrivent toutefois dans un contexte de discrimination et de préjugés qui perdurent envers la communauté LGBTQ+. Environ 1 crime haineux sur 5 vise un membre de la communauté LGBTQ+. Il y a une augmentation rapide des cas de violence envers les personnes de la communauté LGBTQ+, et cette tendance est également observée au Canada.

La communauté LGBTQ+ fait constamment face à des menaces de violence et à du harcèlement, et de nouveaux défis s'ajoutent chaque année. Plutôt que d'offrir une protection, de trop nombreux gouvernements adoptent des lois discriminatoires envers une communauté faisant déjà face à des préjugés. Il n'y a pas de place dans notre société pour des lois qui légitiment la haine ou qui mettent en danger des communautés marginalisées à des fins publicitaires ou politiques.

Pour des millions de personnes, les événements de la fierté représentent une démonstration de solidarité et de soutien remplie de joie. Nous pouvons célébrer la fierté en aidant les organismes qui offrent une assistance matérielle, médicale et juridique à la communauté LGBTQ+.

Faites un don à cette occasion pour soutenir les organismes canadiens qui se battent pour l'égalité des droits, qui veulent mettre fin aux crimes haineux et à la violence, et qui fournissent de l'aide à ceux qui en ont besoin.

- **Fonds Égale Canada pour les Droits de la Personne:** Améliorer la vie des membres de la communauté 2SLGBTQI au Canada et la réponse mondiale aux problèmes auxquels cette communauté fait face.
- **Rainbow Railroad:** Aider les personnes de la communauté LGBTQI+ qui sont victimes de persécution en raison de leur orientation sexuelle, de leur identité de genre et de leurs caractéristiques sexuelles.
- **Pflag Canada:** Offrir de l'aide et du soutien par les pairs aux Canadiens aux prises avec des problèmes d'identité sexuelle et de genre.
- **LGBT Youth Line:** Fournir un soutien anonyme par les pairs, former des jeunes pour qu'ils aident d'autres jeunes, et fournir des ressources pour aider les jeunes à prendre des décisions éclairées.
- **The ArQuives:** Acquérir, préserver, organiser et rendre accessibles de l'information et des documents au sujet des membres de la communauté LGBTQ2+ et créés par eux.



## Celebrate Pride by Supporting LGBTQ+ Rights

### Help reduce the discrimination and violence that targets the LGBTQ+ community

This year, many cities around the world will see the welcome return of Pride parades and festivals after the COVID-19 pandemic led to cancellations. However, the backdrop for this year's events is the discrimination and prejudice that LGBTQ+ people continue to face. Approximately 1 in 5 hate crimes target someone in the LGBTQ+ community. There is a rapid increase in violence against LGBTQ+ people in many countries, and Australia is no exception.

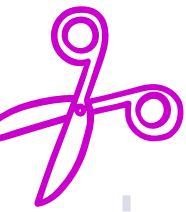
The LGBTQ+ community already faces threats of violence and harassment, and there are new challenges every year. Instead of providing protection, too many governments are passing legislation that discriminates against a community already facing prejudice. There is no place for laws that legitimise hatred or endanger marginalised communities for publicity and political gains.

For millions of people, Pride is a joyful display of solidarity and support. We can celebrate it by helping organisations who offer practical, medical and legal assistance to the LGBTQ+ community.

Donate to this giving opportunity to support Australian organisations who fight for equal rights, who demand an end to hate crimes and violence, and who provide to those in need.

- **BlaQ Aboriginal Corporation:** Empowering the Aboriginal and Torres Strait Islander LGBTQ+ community through innovation, inclusion, understanding and advocacy.
- **Minus18 Foundation:** Leading change, building social inclusion and advocating for an Australia where all young people are safe, empowered and surrounded by people that support them.
- **ACON:** Striving to be a global leader in community health, inclusion and HIV responses for people of diverse sexualities and genders.
- **The Twenty-Ten Association Incorporated:** Providing a broad range of specialised services for young people aged 12-25 including housing, mental health, counselling and social support.
- **The Pinnacle Foundation:** Providing educational scholarships, mentoring and opportunities for young LGBTIQ+ Australians to realise their full potential and overcome challenges.





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For millions of people, Pride is a joyful display of solidarity and support. We can celebrate it by helping organisations who offer practical, medical and legal assistance to the LGBTQ+ community.

Donate to this giving opportunity to support UK organisations who fight for equal rights, who demand an end to hate crimes and violence, and who provide assistance to those in need.

- **Stonewall:** Helping to create transformative change in the lives of LGBTQ+ people in the UK.
- **Kaleidoscope Diversity Trust:** Funding and empowering those upholding the human rights of LGBT+ people by working with governments, change-makers and civil society organisations.
- **The Albert Kennedy Trust:** Supporting LGBTQ+ young people in the UK who are facing or experiencing homelessness or living in a hostile environment.
- **MindOut LGB&T Mental Health Project:** Working to improve the mental health and wellbeing of all LGBTQ communities and to make mental health a community concern.
- **Rainbow Migration:** Supporting LGBTQI+ people through the asylum and immigration system.



# Vetted Nonprofit *Recommendations*

# Support the *causes you care about* ... with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform — from local food banks to international water conservation associations — undergoes a rigorous, multi-step review process.

Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend causes based on:

- ✓ Up-to-date regulatory information and program eligibility
- ✓ Self-certification declarations
- ✓ Completed automated clearing house payments/electronic funds transfer details
- ✓ Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- ✓ Regular follow-up to ensure causes remain in good standing

*Benevity gives your people access to nearly 2 million vetted causes globally.*



United States

Lambda Legal Defense and Education Fund Inc.

- New York, NY
- Charity ID: 840-237395681

National Center for Transgender Equality

- Washington, DC
- Charity ID: 840-412090291

OutRight Action International

- Astoria, NY
- Charity ID: 840-943139952

SAGE Advocacy & Services for LGBTQ+ Elders

- New York, NY
- Charity ID: 840-132947657

The Trevor Project

- West Hollywood, CA
- Charity ID: 840-954681287

Canada

Egale Canada Human Rights Trust / Fonds Égale Canada pour les Droits de la Personne

- Toronto, ON
- Charity ID: 124-888561065RR0001

LGBT Youth Line

- Toronto, ON
- Charity ID: 124-897564951RR0001

Pflag Canada

- Ottawa, ON
- Charity ID: 124-864483276RR0001

Rainbow Railroad

- Toronto, ON
- Charity ID: 124-827142530RR0001

The ArQuives: Canada's LGBTQ+ Archives

- Toronto, ON
- Charity ID: 124-118832864RR0001

Australia

ACON

- Sydney, NSW
- Charity ID: 036-38136883915

BlaQ Aboriginal Corporation

- Surry Hills, NSW
- Charity ID: 036-75924390231

Minus18 Foundation

- Melbourne, VIC
- Charity ID: 036-60829316980

The Pinnacle Foundation

- Potts Point, NSW
- Charity ID: 036-81127662604

The Twenty-Ten Association Inc

- Sydney, NSW
- Charity ID: 036-14925105160

United Kingdom

Kaleidoscope Diversity Trust

- London, England
- Charity ID: 826-1146274

MindOut LGB&T Mental Health Project

- Brighton, England
- Charity ID: 826-1140098

Rainbow Migration

- London, England
- Charity ID: 826-1158228

Stonewall Equality Limited

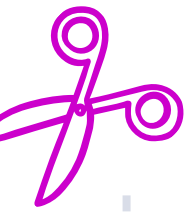
- London, England
- Charity ID: 826-1101255

The Albert Kennedy Trust

- London, England
- Charity ID: 826-1093815



# *News Articles*



## Celebrate Pride by Supporting LGBTQ+ Rights

This year, many cities around the world will see the welcome return of Pride parades and festivals after the COVID-19 pandemic led to cancellations. However, the backdrop for the return of parades is the discrimination that LGBTQ+ people continue to face and new attacks on the community. We can celebrate Pride by helping organizations who fight for equal rights, who demand an end to hate crimes and violence, and who provide assistance to those in need.

[LINK TO GIVING OPPORTUNITY]

## Célébrons la fierté en soutenant les droits LGBTQ+

Cette année, les défilés et les festivals de la fierté seront de retour dans de nombreuses villes du monde après les annulations causées par la pandémie de COVID-19. Le retour des défilés s'inscrit toutefois dans un contexte de discrimination envers la communauté LGBTQ+ qui perdure et de nouvelles attaques contre cette communauté. Nous pouvons célébrer la fierté en aidant les organismes qui se battent pour l'égalité des droits, qui veulent mettre fin aux crimes haineux et à la violence, et qui fournissent de l'aide à ceux qui en ont besoin.

[LIEN VERS L'OPPORTUNITÉ DONNER]



# *Image Suggestions*



# Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. The next page contains images we've handpicked in support of Pride. Click each image to visit Getty Images and license it.

Image Suggestions









# Making an Impact Made Easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

## *Did you know?*

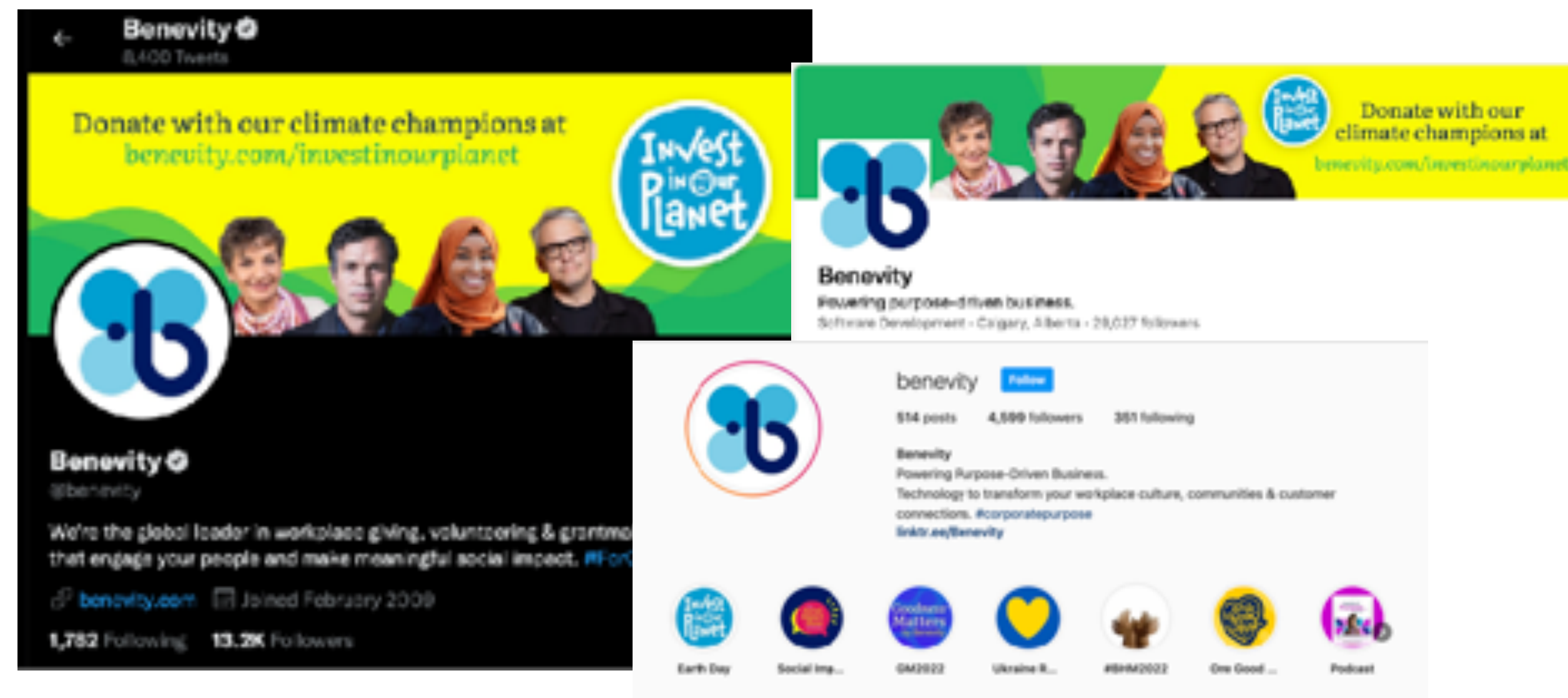
Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

See how activation kits  
work seamlessly in Spark.

Book a Demo Today!

Looking for more ideas for your [Pride](#) campaign?  
Follow Benevity on Twitter, Instagram and LinkedIn to see what's new and topical.





# Good luck with your Pride campaign!

Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed nearly \$8 billion in donations and 43 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 530,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).